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Customer No. 24498
Serial No. 09/868,254

Patent
RCA89185

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: **Hugh B. Morrison, et al.**
Serial Number: **09/868,254**
Atty. Dkt: **RCA 89,185**
Filing Date: **June 15, 2001**
Title: **METHOD FOR SELECTING A PROGRAM DISPLAYED IN AND
ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM**
Art Unit: **2623**
Examiner: **Rueben M. Brown**

AMENDMENT AND RESPONSE TO OFFICE ACTION (RULE 116)

**Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450**

Sir:

In response to the final Office Action dated October 31, 2008, for which a response is due by January 31, 2009, please enter the following amendments and remarks/arguments in the above-referenced application.

Amendments to and Listing of the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.

CERTIFICATE OF TRANSMISSION

I hereby certify that this amendment is being faxed to the United States Patent & Trademark Office, fax # 571-273-8300, Mail Stop Amendment on:

Date

January 27, 2009

Kathleen Lyles

Kathleen Lyles